



Needs Assessment Prioritization

Coalition training:
Subcommittee scoring



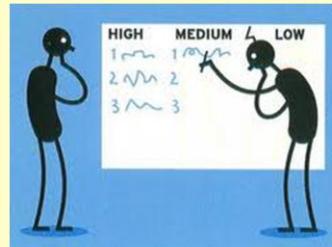
This PowerPoint Presentation can be used to train coalitions on the third prioritization option, the one that includes a data subcommittee rating all of the indicators in advance of the prioritization meeting.

For this presentation, you will need copies of the following materials:

- ATOD evaluation protocol: Needs Assessment Prioritization
- Prioritization tool spreadsheet
- Prioritization criteria handout
- Copies of the Needs Assessment Workbook and any other relevant data

Goals for today

- After today, you will understand...
 - The purpose of the needs assessment
 - The needs assessment prioritization process
 - The prioritization criteria



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Purpose of the needs assessment

- Identify intervening variables that contribute to youth alcohol use in our community.
- Determine additional or alternative strategies needed to address local intervening variables.
- Build our coalition's capacity to collect, compile and use data for planning.
- Establish a system for making data-driven decisions.



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The first step in this needs assessment was to fill in the ***Needs Assessment Workbook***. Now that the workbook is completed, we will use the data in the Workbook to prioritize the intervening variables measured to determine which variables are the most important to address in our community.

We will be required to update the ***Need Assessment Workbook*** annually, but the most significant data collection, compilation, and prioritization will occur during the first year of the grant.

As a reminder...

Intervening variables are factors that have been identified through research as influencing if and how much a substance is used in your community. By exploring these variables, your community will be able to address underage alcohol use with appropriate and targeted strategies.

- NH Risk and Protective Factor Toolbox, 2008

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Examples of intervening variables we will be looking at include: the number of students accessing alcohol from parents or the number of students using a fake ID to buy alcohol

The identification of our community's intervening variables must:

- Be driven by data collected in the Needs Assessment Workbook
 - As well as all other relevant data our coalition has access to
- Include the active involvement of the coalition



Prioritization criteria

1. **Magnitude** – “How meaningful is the SIZE of this issue in your community?”
2. **Political will** – “How much do community leaders/members care about this issue?”
3. **Capacity** – “What level of resources do you have available to address this issue?”
4. **Changeability** – “How easy is it to change the value of the indicator of the course of the grant?”



Distribute the Prioritization Criteria Handout

Our coalition members will rate each intervening variable based on each of these criteria. The variables will be rated relative to each other. For example, based on our local data, which variables are more or less concerning than the other variables on the list? Even if you decide not to rate the variables, it's important to understand these criteria so you can make consistent, informed decisions about the intervening variables.

If your funded area has multiple school districts, please read this as well: If you have different information for the same intervening variable, rate the one that has the greatest magnitude. So for instance, we have two school districts in our funded area and if one district shows that 68% of students got alcohol at parties and the other district shows that 32% of students get alcohol at parties, rate the variable on all four criteria based on the school district that has 68% and note that you focused on just that school district.

Guidelines for selection

- Select 6-8 intervening variables
- Have at least 2 categories represented:
 - Retail access/availability
 - Social access/availability
 - Enforcement and courts
 - Community norms
 - Individual factors
 - Pricing/promotion



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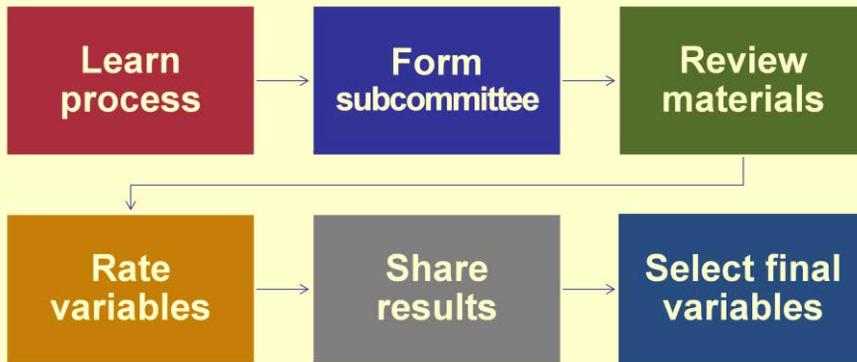
It is recommended that our community selects six to eight intervening variable indicators to address with programs, policies, and practices. The process of selecting priorities to address should be data driven—not based on a required number. However, keep in mind that too few variables will not provide our community with a comprehensive prevention approach while too many variables may not be feasible given the budget and timeline.

Please remember that we are currently looking only at intervening variables, not specific strategies. The intervening variables we select now will help us identify strategies in the future, but by choosing 6-8 specific intervening variables, it does not mean that we will be implementing 6-8 specific strategies down the road.

We need to make sure that we have at least two categories of variables represented in our final list of intervening variables. As a reminder, these categories include: retail access/availability, social access/availability, enforcement and courts, community norms, individual factors, and pricing/promotion. At least two categories need to be represented because our prevention efforts need to be

comprehensive. We can aim to have more than two categories represented, but the determination should be driven by the data.

Prioritization process for coalition members



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We are learning the process today. Next we will talk about forming the subcommittee.

Form subcommittee

- Data subcommittee that includes:
 - 3 or more coalition members
 - Not only project staff
 - Members with a particular interest in data

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This subcommittee will work together to rate all of the intervening variables based on the four criteria. The subcommittee will present the results to the larger coalition to guide a decision about which variables are most important to focus on in our community.

All members are invited to join the group. It is important that this subcommittee include coalition members beyond project staff and it must include more than two coalition members to ensure that the ratings are based on consensus.

If there are community members who are not yet engaged with our coalition, but who have an interest or expertise in working with data, this may be a good opportunity to bring them into the coalition.

Review materials

You will be given copies of:

- Completed ***Needs Assessment Workbook***
- ***One-on-One Conversation*** facilitated discussion notes
- ***PCN Community Readiness*** results
- Any other supplemental information

Materials
Matter™

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These are the pieces of data you will be receiving to assist with the prioritization. Before beginning the prioritization process, you should review all of the data you have received. This will ensure that you are familiar with the information and you are able to rate the variables relative to one another. I realize this is a lot of information to take in, but reviewing it all before you start rating intervening variables will help you sort through it easier during the rating process.

Rate intervening variables

- The subcommittee will rate all of the intervening variables on all four criteria
- One set of ratings for each variable and each criterion
- Subcommittee will use an Excel spreadsheet to rate the variables
- They will identify the top 20 rated variables

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Under this option, the subcommittee of coalition members will be asked to rate all of the intervening variables on all four criteria.

The group should come up with one set of ratings for each variable and each criterion, rather than having each member of the group come up with their own ratings.

The subcommittee will use the Excel spreadsheet developed by Wilder Research to rate the indicators because it will automatically score the variables based on the four criteria and will develop a list of the top 20 scoring variables.

Preview of Excel Spreadsheet

Retail access/availability indicators		How concerning is this value? Rate from 1 - Not at all concerning to 5 - Very concerning.	How much do community leaders/members care about this issue? Rate from 1 - They do not care at all to 5 - They care a lot.	Weight
Rank	Category	Indicator	Score	
1	Promotion/pricing	6b. Number/percent of community events that include youth activities and have alcohol-related sponsors	0	
2	Promotion/pricing	6a. Advertisements for alcohol at local events	0	
3	Individual factors	5g. Student has talked to parents about alcohol or drugs	0	
4	Individual factors	5f. Students reporting that alcohol use by any family member has	0	
5	Individual factors	5e. Primary source of information about alcohol	0	
6	Individual factors	5d. Age of first drink	0	
7	Individual factors	5c. Alcohol perceived to be less harmful than other drugs	0	
8	Individual factors	5b. Youth perception of harm from binge drinking	0	

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Preview the Excel spreadsheet so coalition members can see what it looks like.

Move to a category tab and practice entering ratings to show how the formulas work. Then move to the summary tab to show how the overall rankings work.

Share results

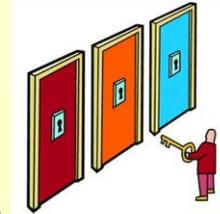
- Subcommittee will present the top 20 overall intervening variables with a brief justification

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Once the subcommittee has had time to rate the variables, they will present the top 20 scoring variables overall (from across all categories) to the full coalition. They should plan to provide a brief justification for how they reached the conclusions they did in their ratings, including any relevant data that supported their scores. These ratings will to serve as the basis for subsequent decision-making.

Select final variables

- Our RPC will be facilitate a discussion to select the variables
- Your ratings will guide this selection
- You can help to interpret the rankings and make the final decisions
- Our RPC will take detailed notes to document how decisions were made



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At a prioritization meeting, our RPC will be facilitate a discussion to select the variables that are most important to our coalition. Your ratings will guide this selection, but you will be asked to help interpret the rankings and make the final decisions.

After we select our intervening variables, I will develop a brief summary of the process we used, the variables we selected, and the information that supported this selection. This summary will be submitted to the Department of Human Services.

Once we have selected our intervening variables, we will work with the Department of Human Services and our RPC to select additional strategies, if needed, to ensure that all of our intervening variables are being addressed.

Questions?



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